RTD Survey 2011

SOUTHWEST

RTD SURVEY

A survey was conducted at the end of 2011 to determine:

- Who is riding the Blue Bus
- Why they're riding the Blue Bus
- How we can better serve our ridership

- A total of 484 surveys were collected.
- Customers were asked various questions to determine expectations and feelings about the service delivered.

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Executive Summary

- Customers are **very satisfied** by the service provided by RTD.
- Having the RTD network as transportation to work is **essential** for many customers.
- The RTD network is often **the only transportation possibility** for customers.
- Many riders use the transit system **every weekday**.
- Many would also use the system on **weekends** if available.
- Close to one-fifth of riders surveyed live in Espanola.

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Use of the Service

Customers were asked how many days a week they ride the Blue Bus.

- Close to half of the respondents (46.4%) ride five days a week.
- Another third of customers ride three days a week (16.3%) or four days a week (16.7%).
- 11.9% of customers ride the Blue Bus two days a week, while 6.1% ride one day a week.
- 2.5% of customers do not use the Blue Bus regularly.
- Four-fifths of respondents (81.7%) would ride the Blue Bus if offered on the weekend.
- Two-thirds of respondents do not have a working personal vehicle.

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Why They Ride the Bus

Customers were asked their primary reason for riding the Blue Bus.

- A quarter of respondents (25.5%) ride the Blue Bus to save money.
- 18.6% ride the Blue Bus because they don't have a vehicle.
- 14.8% ride the Blue Bus to get to work.
- 9.3% use the Blue Bus to get to school.
- 7.2% ride because of the cost of gas.
- 6.1% use it as transportation to medical appointments.
- Other reasons include transportation to recreation and shopping, environmental concerns, and lack of driver's license.

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Knowledge of RTD

Customers were asked how they heard about the Blue Bus.

- Over half of respondents (52.2%) heard about the Blue Bus from a friend.
- Print and newspapers ads (16.2%) were also a popular way to learn about the Blue Bus.
- Respondents also learned through:
  - Community events (11.0%)
  - The Internet (7.3%)
  - Radio (.4%)

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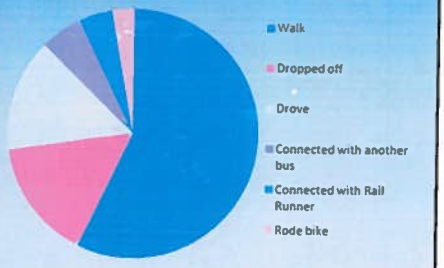
How Do You Reach the Bus Stop?

- Over half of respondents (56.3) walked to the bus stop.
- 15.4% were dropped off by someone.
- 14.5% drove their car.
- 5.4% connected with another bus.
- 4.3% connected with the Rail Runner.
- 2.8% rode their bike.



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Residence

Customers were asked in which community they reside. Answers show that the RTD serves people from a huge variety of locations in northern New Mexico. The response "Other" scored third with a 16.1%, and represents 23 small communities.

The top responses are:

- City of Espanola: 19.3%
- Rio Arriba County: 17.8%
- Santa Fe (including City, County and ElDorado): 13.9%
- Taos County: 13.5%
- Various Pueblos : 12.4% (this includes riders from 9 different Pueblos)

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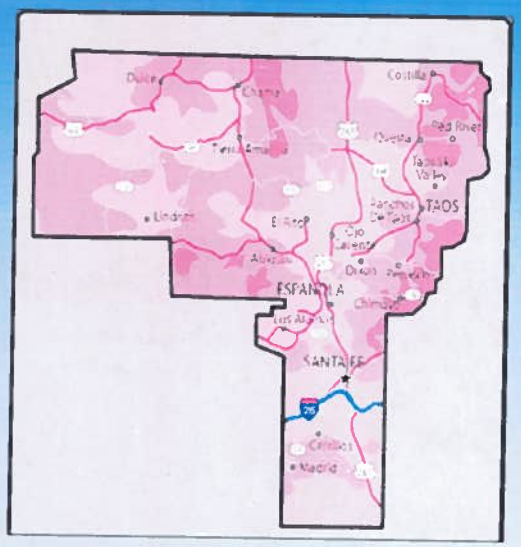
Riders we surveyed live in a wide variety of communities, including:

Santa Fe
- City of Santa Fe
- Eldorado
- Santa Fe County

Hernandez
Santa Cruz
Arroyo Seco
Velarde
Chamita
El Rito
Chamisa
Chimayo
Truchas
Pojoaque
Tesuque
Ojo Caliente
Belen
Bernalillo



Cerro
Estancia
El Duende
Sedillo Hill
Moriarty
Stanley
Chama
Albuquerque
Rio Rancho

Pueblos of:
- San Ildefonso
- Ohkay Owingeh
- Santa Clara
- Nambe
- Isleta
- Zia
- Santa Domingo
- Tesuque

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Beginning of Trip

Customers were asked on which Blue Bus route they began their trip on the day of the survey.

- Three routes were most popular:
  - Espanola to Riverside: 12.9%
  - Penasco to Taos: 11.3%
  - Espanola to Westside: 10.0%
- The following routes had five to ten percent responses:
  - Espanola to Santa Fe: 7.9%
  - El Rito to Ojo Caliente: 6.3%
  - Chama to Espanola: 5.9%
  - Eldorado to Santa Fe: 5.9%
  - NM 599: 5.2%

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- Other routes for beginning their trips included:
  - San Ildefonso 4.8%
  - Pojoaque Route 4.5%
  - Santa Clara 4.3%
  - Questa with Penasco Pickups 4.1%
  - Edgewood to Santa Fe 3.8%
  - Questa to Red River 3.8%
  - Tesuque to Santa Fe 2.7%
  - Chimayo to Las Trampas 2.5%
  - Espanola-Los Alamos-Pojoaque 2.3%
  - Espanola to Chimayo 1.8%

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End of Trip

Customers where asked at which stop they exit the bus when they ride.

- The most common exit point was the Espanola Riverside stop (13.8%)
- Three other stops have greater than ten percent of bus riders exiting:
  - Penasco to Taos 11.3%
  - Espanola to Santa Fe 10.4%
  - Espanola, Westside 10.1%
- Other popular exits were:
  - El Rito to Ojo Caliente 6.2%
  - Chama to Espanola 5.8%
  - Eldorado to Santa Fe 5.3%
  - Pojoaque Route 5.3%
  - NM 599 4.8%

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- Least used stops for exit were:
  - San Ildefonso 2.5%
  - Questa with Penasco Pickups 2.5%
  - Chimayo - Las Trampas 2.3%
  - Espanola - Chimayo: 0.9%

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Demographics

- 44.3% of respondents are White/Hispanic
- 20.2% are White/Non-Hispanic
- 24.5% of respondents are American Indian/Alaska Native
- 2.6% are Black-African American
- 1.5% are Asian/Pacific Islander
- 7.3% claim "other race"

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- Half of respondents either live in a one-person household (24.2%) or two-person household (25.9%).
- 18.2% of respondents live in a three-person household
- 16.3% of respondents live in a four-person home household
- 9.3% of respondents live in a five-person household
- 6.0% live in a home with more than six persons

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Customers were asked about the language spoken at home.

- More than four-fifth of respondents (82.1%) speak English at home.
- 12.9% speak Spanish at home.
- 5.1% speak another language.

Customers were asked about their age.

- Over four-fifth of riders are in the 18-to-65 age bracket:
  - 28.0 % are between 18 and 35 years old.
  - 29.1% are between 36 and 50 years old.
  - 27.6% are between 51 and 65 years old
- 9.3% of riders are under 18 years old.
- 6.0% are 65 and above.

Customers were asked about their gender

- 55.6% of respondents were male

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Individual Income

Customers were asked about their individual income.

- 23.0% chose not to answer this question.

Among those who responded:

- 63.0% have individual income equal to or under $16,999
- 15.0% have individual income between $17,000 and $29,999
- 14.5% have individual income between $30,000 and $49,999
- 7.5% have individual income over $50,000

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Household Income

Customers were asked about their household income.

- 29.3% chose not to answer this question.

Among those who responded:

- 58.2% of respondents have household income equal or under $16,999
- 12.9% of respondents have household income between $17,000 and $29,999
- 14.6% of respondents have household income between $30,000 and $49,999.
- 14.3% of respondents have household income over $50,000

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Lifestyle

Customers were asked if they have Internet access.

- Half of respondents (50.1%) have access to the Internet

Customers were asked if they possess a smart phone.

- Close to one-fifth (18.8%) chose not to answer the question
- Among those who responded, 19.8% possess a smartphone

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Satisfaction Level

Customer were asked to rate various aspects of the service received from RTD on a scale of 1 to 5 (with 1 "dissatisfied", 5 "very satisfied")

- The level of satisfaction is very high, with all items receiving an average rating of 4.3 or above
- Overall satisfaction with the Blue Bus was rated an average of 4.7

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- Also receiving an average rating of 4.7 were:
  - Driver is helpful and friendly
  - Driver is knowledgeable
  - Personal safety on bus
  - Cleanliness of bus
  - Buses are well maintained
- The number of customers giving a 5 rating was lower for:
  - Availability of schedule
  - Route schedule information
  - Posted signs at bus stops
- Response of telephone representatives was rated a 5 by 70.6% of respondents

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- Customers are very satisfied by the service provided by RTD.

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Riders were asked to provide any other comments and suggestions.

Summary

- Comments were generally supportive of Blue Bus service.
- Many people requested service on weekends.
- Many respondents had praise for their drivers.
- Several were critical about the survey and its personal questions.
- Many comments were requesting a change in the route, the addition of stops, or additional routes.
- Some respondents request benches (or additional benches) at stops.
- Several comments were objections to drunk people riding the bus.
- Some want to be allowed to drink water or coffee on the bus.
- Many riders from Edgewood to Santa Fe, and from El Dorado to Santa Fe, stress the need for a larger bus.

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